

ORDER



KLAS

Orders
Order / Rev: 37718
Alt Order #: 08888804
Product Desc: HECK/CONGRESS/REP
Estimate:
Flight Dates: 10/25/12 - 10/30/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: Strategic Media Placement
Buying Contact:
Billing Contact:
 7669 Stagers Loop
 Delaware, OH 43015

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Heck, Joe - R-CD3
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru: 09/03/11
Order Separation: 00:10:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/28/12 | 8 | \$6,600.00 | \$5,610.00 |
| 10/29/12 | 10/30/12 | 4 | \$3,300.00 | \$2,805.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2012 | 8 | \$6,600.00 | \$5,610.00 | 0.00 |
| November 2012 | 4 | \$3,300.00 | \$2,805.00 | 0.00 |
| Totals | 12 | \$9,900.00 | \$8,415.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Mike Jones | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|-------------|
| KLAS | 30% | \$9,900.00 |
| Market | 100% | \$33,000.00 |

| Competitive Share | Share | Total |
|-------------------|-------|------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KTNV | 25% | \$8,250.00 |
| KTUD | 0% | \$0.00 |
| KVBC | 0% | \$0.00 |
| KVVU | 5% | \$1,650.00 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---|----|----------|----------|-------------------|-------|----------------|---------|------|-------|----------|-----|------|------|-------|------------|
| E 1 | 8 | 10/25/12 | 10/26/12 | 8 News Now 6a M-F | CM | 6-7a | ---TF-- | 1:00 | 2 | \$550.00 | LV2 | 0.00 | NM | 2 | \$1,100.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ---TF-- 2 \$550.00 0.00 | | | | | | | | | | | | | | | |
| E 2 | 8 | 10/29/12 | 10/30/12 | | CM | 6-7a | MT----- | 1:00 | 2 | \$550.00 | LV2 | 0.00 | NM | 2 | \$1,100.00 |

